

APCA National Conference Military Registration

March 18-22, 2009

800-681-5031 • www.apca.com



Association for the
Promotion of Campus Activities
PO Box 4340
Sevierville, TN 37864
www.apca.com



Association for the Promotion of Campus Activities National Conference March 18-22, 2009

Purpose of the Conference:

The recreation programs of the Uniformed Services (Army, Navy, Air Force, Marines and Coast Guard) face varied audiences and logistical entertainment needs at their bases and clubs. These events may require acts that are sensitive to all ages, family situations and morale issues. This conference will be held in Atlanta, GA, March 18-22, 2009. Please make plans to arrive on March 17 so you are able to attend welcome social at 5pm., as the military services activities begin at 8:00 am on March 18.

Event Programming Training:

This conference is traditionally a college activities planning conference, but the training elements of the conference are a perfect fit with the military services, as they include:

- Event Programming Production And Promotion Training
- Programming Large Events
- Risk Management and Event Production
- Negotiating Contracts and Riders with Entertainment Agencies
- Using Technology to Promote Events
- Recruitment and Retention of Programming Board Members and Volunteers
- Programming for a Diverse Installation Population
- Utilizing New Centrally Controlled Social Networking Sites for Organizations Banning Facebook
- Utilizing APCA Routing, Cooperative Buying Discounts and Reporting Procedures

...and more issues that can be practically applied to the daily duties of military services event planning personnel.

Showcases:

The APCA Conference also showcases over eighty unique performers and novelty events suitable for a wide variety of entertainment situations and locations. These acts and their representative agencies are bound by APCA ethics and standards guidelines, and many have performed in military based venues. APCA can save the Uniformed Services substantial amounts of money on their events by including your delegates in our cooperative buying process, and our organization is very open to working with the military to insure a quality entertainment and conference experience for your service personnel.



Conference Savings:

The most important aspect of the conference is the savings by APCA and the Uniformed Services delegates on necessary entertainment programming resources and services.

Cooperative Buying

What is APCA Cooperative Buying?- APCA Cooperative Buying is a simple way to work with entertainment buyers in the college market to get better pricing for acts. APCA Cooperative Buying allows all school and Uniformed Services buyers attending an APCA conference to merge their buying power by offering artists a block of engagement dates in a specified time period in exchange for a lower price in sharing of travel costs. The time periods that buyers can agree to set up a block of dates together are:

Isolated-A single date, usually not including travel and lodging. two of three days, three of five days, and five of seven days (x shows within a y day time period. Travel and lodging are often shared evenly by the buyers booking the attraction.)

A typical cooperative pricing schedule at the conference might be:

John Doe: Comedian represented by ABC Agency: Isolated \$1200, 2 of 3 \$1100, 3 of 5 \$1050, 5 of 7 \$950 (Plus travel and lodging, shared travel and lodging in blocks) This means if three buyers agree to bring John Doe to their venues in a 5 day period, John's price will be \$1050 per show and the cost of his travel will be shared equally by all three buyers.

Special Cooperative Buying forms are distributed and filled out by the buyers and the artists to indicate your interest in bringing them to your venue. The forms are then collected at the APCA Cooperative Buying booth in the exhibit hall and discussed with other interested buyers in daily APCA Conference Cooperative Buying sessions.

APCA National Campus Activities Conference



Conference Location & Hotel Information:

Sheraton Atlanta Downtown

165 Courtland Street
Atlanta, GA 30303
Phone: 1-404-659-6500
www.SheratonAtlantaHotel.com

When making your reservations be sure to identify yourself as with the **Military APCA block**.

Rates: \$141 plus tax per room per night or Current Government Rate. Please identify yourself as requesting a room in the APCA Military Block. If you do not, the rate will be substantially higher.

Hotel Registration Deadline:

February 22, 2009 or until block sells out. After that, all reservations taken will be based on a space and rate available basis, the room prices may go up substantially. Reservations for rooms at the Sheraton Atlanta Downtown are the responsibility of the installation.

Parking:

Parking at the Sheraton Atlanta Downtown is \$9.00. Discounted valet parking is available for \$12.00 per day, per vehicle. Rental cars are not necessary for this event.

Airport & Shuttle Information:

Closest airport is Atlanta International (ATL). The hotel does not have a shuttle that runs back and forth to the airport. Commercial transportation is available at the airport.

Atlanta Link Shuttle

\$16.50 per person - One Way
\$ 29.00 per person - Round Trip
\$ 25.00 per person - Roundtrip group rate must be purchased in advance call 404-524-3400

Logistics:

The Uniformed Services delegates will follow the normal APCA conference schedule. All military delegates will have access to specially designed MWR educational curriculum.

Services Provided by APCA as part of the Cooperative Effort.

APCA already provides a wide range of services at our conference, and you as a military delegate will be able to utilize them by joining with us in this effort.

1. Cost of Conference- Military personnel attending the APCA conference will receive a discount on normal registration and memberships. The per delegate early registration price is \$139 for all military, which includes access for each delegate to all APCA online member services.

2. Registration Services- APCA will manage and provide resources and staff for all your registration needs. All the military delegate nametags, programs and conference materials will be available onsite at the APCA registration booth on Monday to pick up before the Tuesday morning meeting. APCA will provide onsite registration at a slightly higher cost to encourage early registration.

3. Meals Provided- The APCA will provide scheduled breaks and three dinners for the event, and will furnish a schedule of those times in advance of the conference on our website.

4. Cooperative Buying Coordination- APCA will also provide pre-conference training and hands on interactive sessions onsite to explain our cooperative buying, showcasing and exhibit hall processes for the Uniformed Services delegates attending.

Tuesday, March 17, 2009

Travel Day

3:00 pm - 8:00 pm - Registration opens

5:00 pm - 7:00 pm - Joint Services reception hosted by APCA

Wednesday, March 18, 2009

8:00 am - 3:00 pm Individual Service Training

3:00 pm - 5:00 pm ORIENTATION / Student Success Initiative Showcase

5:00 pm - 7:30 pm Dinner; Mainstage I

7:30 pm - 8:30 pm Exhibit Hall / Novelties; Co-op discussions

8:30 pm - 10:00 pm Mainstage II

10:00 pm - 11:00 pm Exhibit Hall / Novelties; Co-op discussions

11:00 pm Comedy Variety Showcase

Thursday, March 19, 2009

7:00 am - 12:00 pm Joint Service Meetings

12:00 pm - 1:30 pm Lunch on your own (deli available on 3rd floor)

1:30 pm - 3:30 pm Mainstage III

3:30 pm - 4:30 pm Exhibit Hall Open / Novelties

4:30 pm - 6:30 pm Dinner on your own

6:30 pm - 8:30 pm Value Showcase I

8:30 pm - 9:30 pm Exhibit Hall Open / Novelties

9:30 pm - 11:00 pm Special Events Showcase I

10:00 pm Exhibit Hall Open / Novelties

Friday, March 20, 2009

8:00 am - 10:00 am Joint Service Meetings

10:00 am - 12:00 pm Co-op 2

12:00 pm - 1:30 pm Lunch on your own (deli available on 3rd floor)

1:30 pm - 3:00 pm Campus Speakers Showcase II

3:00 pm - 4:00 pm Exhibit Hall Open / Novelties

4:00 pm - 5:30 pm Coffeehouse Showcase

5:30 pm - 8:00 pm Dinner / Mainstage IV

8:00 pm - 9:00 pm Exhibit Hall Open / Novelties

9:00 pm - 11:00 pm Club Showcase

11:00 pm - 12:00 am Exhibit Hall Open / Novelties

Saturday, March 21, 2009

8:00 am - 10:00 am Joint Service Meetings

10:00 am - 12:00 pm Co-op 3

12:00 pm - 1:30 pm Lunch on your own (deli available on 3rd floor)

1:30 pm - 3:00 pm Mainstage V

3:00 pm - 4:00 pm Exhibit Hall Open / Novelties

4:00 pm - 5:30 pm Campus Speakers Showcase III

4:30 pm ASSOCIATE WRAP-UP - MANDATORY

5:30 pm - 6:30 pm Break, Prepare for Awards Dinner

6:30 pm - 9:00 pm Dinner / APCA National Awards

Presentations Mainstage VI

9:00 pm - 10:00 pm Exhibit Hall Open / Novelties

10:00 pm Co-op 4

10:30 pm Dance Party

Sunday, March 22, 2009

10:00 am Non-Denominational Church Service

10:30 am - 11:30 am Cooperative Buying wrap-up session

APCA National office

Phone: (800) 681-5031

Fax: (865) 908-7104

Email: Jessapca@aol.com

5:00pm Joint
Services
Reception hosted
by APCA

Joint Services Conference Registration

Name _____ Installation _____
Address _____ City _____
State _____ Zip _____ Phone: _____ Fax: _____
Email _____ I want to be added to the APCA listserve _____ Yes _____ No

Names of Delegates attending APCA Conference (List additional delegates separately)

• Co-op Buyer _____

Conference Registration

Registration Delegate Fee \$ 139 per person (Military Rate)

Number of Delegates attending: _____

Delegate Fees enclosed for a total of \$ _____

*The registration fee will be centrally funded by
CNIC Liberty program for Navy registrants.
Please fax registrations: 865-908-7104*

We will be bringing _____ Delegates requiring vegetarian and _____ Delegates requiring kosher meals

EVERY delegate will receive a FREE T-Shirt. Please fill in the appropriate sizes below:

Total # of shirts: _____ Indicate # per size _____ Med _____ Lg _____ XL _____ XXL _____ XXXL _____

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REGISTRATION POLICIES: Delegate fees are non-refundable, but there are no charges for delegate substitutions. If you wish to make a reservation now but don't know who will be attending, place "to be announced" in the spaces of the number of delegates you want to bring, enclose payment and let us know later what the correct names are. All ed sessions/presenters are subject to change without notice. Although all APCA conferences carry full liability insurance, attendees should use prudent judgement while attending the conference, and the APCA shall not have responsibility or liability for the unsafe or illegal acts of any delegates, faculty, hotel, suppliers, associates, artists, or other persons that are directly or indirectly involved with the conference. If you have a physical challenge which requires special accommodations for full participation in the conference, please call us at (800) 681-5031. We will make every effort to meet your needs but please tell us as soon as possible. Please inform us in advance of any special dietary needs. I agree that any photographs or videotapes of my delegation may be used for conference promotional purposes or resale.